

**LMI ADVISORY GROUP**  
**Thursday, December 2, 2004**  
**Meeting Minutes**

**PLEASE SEND ANY CORRECTIONS TO  
BONNIE GRAYBILL BY JANUARY 21, 2005, THANKS**

**Attendees:**

Stacy Baker, EDD, Public Affairs Branch  
Dan Blake, Cal State Northridge  
Nancy Carlton, California State University, Sacramento, Career Counseling Program  
Marla Harper, Job Service Division  
Laura Harris, California Employer Advisory Committee  
David Illig, California Workforce Investment Board  
Warren Jensen, California State University, Chico  
Ed Kawahara, Labor and Workforce Development Agency  
Zoanne Laurente, Bureau for Private Post-Secondary and Vocational Education  
Greg Marutani – Private Industry Council, San Francisco  
Jerry Nolan, ITB  
Beverly Odom, California Workforce Investment Board  
Dennis Reid, Bureau of Labor Statistics  
Chris Rosenlund, Bureau of Labor Statistics  
Stacy Wilson – California Post Secondary Education Commission  
Chuck Wisely, Chancellors Office of the Community Colleges

**Labor Market Information Division (LMID) Attendees:** Tim Taormina, Bonnie Graybill, Quentin Turner, Fran Styron, Janet Peters, Donna Bahls, Charlotte Starn, Phil Hardiman, Carl Hedlind

**Facilitator:** Bonnie Graybill      **Recorder:** Ana Bouza, Art Mantecon, and Scott Slotterbeck

**Welcome:** Tim Taormina and Bonnie Graybill gave a warm welcome to the group on a cool Sacramento morning.

**Review of September 23, 2004 minutes:** The minutes were accepted with no corrections.

**Input on the LaborMarketInfo Web Site**

*Bonnie Graybill, LMID Information Services Group*

At the September meeting, LMID demonstrated the new LaborMarketInfo Web site, and informed the group that the site had just been opened up to the public. We scheduled a brief amount of time at the beginning of this December meeting to get additional comments from the group. The Advisory Group recommended that LMID market the Web site more extensively including providing some brochures that could be distributed to new customers. The group also suggested that LMID offer to train customers to use the new site. Finally, the group suggested that LMID make the availability of new information (like the new California 2002-12 Projections) prominent when a customer logged on to the site.

Stacey Baker volunteered to help LMID develop marketing materials.

Please continue to give us your input so we can improve the site!

### **California Regional Economies Project**

*Ed Kawahara, California Labor and Workforce Development Agency*

Ed Kawahara walked the Advisory Group through the (still under development) California Regional Economies Project web site, which provides a project overview; products, reports, studies, monographs and methodology; a link to the California Regional Economies Employment series; information about Regional Forums; and the project team.

The Project offers new insight into the dynamics of California's economy, taking a regional look at the economy, understanding where changes are concentrated and what catalysts and conditions are causing those changes. The research offers state and local economic and workforce development organizations with information about each regional economy and labor market in California.

Phase One of the project is complete. Phase Two is planned for 2005—institutionalizing the project, surveying firms and intermediaries, offering two training sessions to teach others how to apply the method, and a series of public policy discussions.

### **California Workforce Investment Board Update**

*Beverly Odom, California Workforce Investment Board*

Ms. Odom reported on the California Workforce Investment Board activities and plans:

- Youth Council meeting and Youth Conference planned for late January;
- \$3M grant proposal submitted to the Department of Labor to provide services to disadvantaged older youth.
- Possibility of a standardized work readiness certificate that One Stop Career Centers could offer to skilled youth, which will be discussed by the Youth Council and the State Board.
- Dislocated worker 25% reserve funding policy
- Update of the five year strategic plan, which expires in June 2005. (They are submitting a request to DOL to extend their current plan with minor modifications pending changes to the Workforce Investment Act, which is currently up for reauthorization.)
- Performance Based Accountability—feasibility study report to build a new system was denied, and they are exploring more options.
- Return on Investment (ROI)—interest expressed at the September meeting of the State Board. Learning about methods and areas which have done work in that area—return on investment, cost benefit analysis, input/output model, .

Some of the Advisory Group questions included:

- Will there be an adjustment for high-risk youth?
- Adjustment for training in areas such as San Francisco, where wages are higher? These factors could skew results.
- Also, will these performance evaluation tools incorporate the means to adjust for events such as incarceration?
- Additionally, are there going to be state-to-state comparisons? There needs to be a simplified national approach.

At the end of the fiscal year, the State Board asked groups using state money to serve customers, such as the disabled, to provide information on the costs to train people. Training costs reported by groups such as the Salvation Army, which have other sources of revenue, can distort a return-on-investment or cost-benefit analysis. This gives an inconsistent picture between these entities and those who do not have such revenue streams.

Another concern regarding evaluations: end stage data may involve multiple counties, making data collection and evaluation difficult.

Response: Ms. Odom replied that the evaluation system is not mature at this point. The comments made here are good ones; and they are certainly things to consider in approaching evaluation models. The ROI analyses and evaluation efforts need to be thoroughly looked at.

## LUNCH

### **Statewide Projections**

*Carl Hedlind, LMID Projections Unit*

The LMID Projections Unit, headed by Mr. Hedlind, just completed the 2002-2012 long-term projections for California, for the first time using both the new North American Industry Classification System (NAICS), and the Standard Occupational Code (SOC). In addition, the Unit employed new software designed at the national level for all states.

In producing the projections, the group used a time series, running from 1990 to 2002. In years past, the time series was of greater duration (about 30 years), however, with a new industrial classification scheme, there was a 'break' in the time series that precluded using older data.

In support of the projections effort, the Bureau of Labor Statistics provides "change factors" that attempt to adjust for changes in the labor market, which are taken into consideration as well as industry growth trends.

The Projections Unit in the LMID does both short-term (two year) and long-term (ten year) forecasts.

The LMID's forecast has proven to be consistent with forecasts done by the Department of Finance and the UCLA.

Carl also spoke to the growth differences between industry sectors; Administrative and Support Services will show the fastest growth over the next few years. He said that the LMID's statewide projections would be released on the web in a few days (they were released in early December).

Questions and Comments: What about education, is it in government or education?

Response: The industry projections place public education into government; the occupational projections combine all education, public and private.

Questions and Comments: What about temporary workers?

*Response:* For the projections, temporary employees are counted as employees of the temporary help agency, and not the industry in which they actually are working.

*Questions and Comments:* Do the different models vary significantly in terms of projected employment levels? What are the issues facing the Projections Unit?

*Response:* The projections models take into consideration industry factors, employment growth trends, population growth, demographics, and so on. The software provides the option to select a different model for each industry.

The projections unit will next be concentrating on long-term sub-state projections and the next Statewide short-term projections cycle, which will be for the years 2004-2006.

The issues facing the projections unit are the conversion from SIC to NAICS, which has led to a fairly short time series upon which to forecast industry employment, dealing with an increased interest for projections for sub-state areas, such as MSAs or counties, and the industry level of local projections.

*Questions and Comments:* I'd like to know more about how the projections are calculated. Is it possible to schedule a demonstration, either in connection with a forthcoming advisory group meeting, or separately?

*Response:* Bonnie has taken under consideration this desire among some group members for a 'run-through' of the projections procedure, and will gauge the level of interest for a short program for those interested to be scheduled after a future advisory group meeting, and a separate, more in-depth look at how projections are made. (At this time it appears as though there is more interest in a shorter program to be held as the last agenda item at the next group meeting.)

### **On-line Mapping Function**

*Phil Hardiman, LMID Applied Research Unit*

Phil introduced a new joint project with the Census Bureau, an on-line mapping function associated with the 'Local Employment Dynamic (LED) Project'. LED combines employment data, wage records and other records the Census Bureau has access to, to create a richer picture of the labor market. California's aggregate data is on line now, and the mapping capacity should be on-line this Spring.

Phil distributed a handout titled "Local Employment Dynamics (LED) Mapping Local Labor Market Characteristics - 12 State Pilot Project", and provided an overview of the mapping function with Census Bureau wage records. The Power Point presentation demonstrated a prototype of the mapping pilot, completed for Minnesota. For more detailed information of the Online GIS mapping, visit: <http://lehd.excensusonline.com/>

The maps that are available show commute and worker characteristics. The process is quick and easy. This should be useful for customers who want this type of data, and in a format that they can use. The interactive, web-based program is very flexible. The user can define a neighborhood and choose cohorts, etc. The data include tracking workers as to their worksite and their residences.

Some of the features of the program include concentric circle maps, with employment and worker characteristics going out from a center chosen by the user. NAICS codes, age groups and income and wages are some of the categories included on the system.

Improved business addresses are a goal, trying to identify the employers' physical addresses rather than PO boxes. Government, public education and self employment are not included in the system, only private employment information.

For more information, visit <http://lehd.dsd.census.gov/led/datatools/qwi-online.html> for colored maps and additional information on the project.

### **LMID GIS Activities**

*Donna Bahls and Charlotte Starn, LMID Current Economic Statistics*

Donna Bahls and Charlotte Starn presented information about two current initiatives in LMID's Geographic Information Systems (GIS).

Donna gave a brief background of the GIS program in LMID. She talked about what a GIS is, the hardware, software, data and personnel.

Over the last nine years, GIS has made significant analytical contributions in LMID for tasks such as defining economic regions in the State, relating the locations of welfare recipients to job opportunities, maximizing federal funding allocations for employment and training, and helping to equitably distribute State funds to local programs.

The LMID's GIS team serves internal customers and the Director's Office as well as external customers such as the California Economic Strategy Panel, Local Workforce Investment Areas, local government, researchers and private firms.

The primary topics covered in this presentation were (1) how we are now able to do much better analysis and mapping of employment data at the sub county level, and (2) the Interactive mapping pilot, in which customers will be able to make their own maps with selected data.

Charlotte spoke about analysis and mapping of employment data at the sub county level. The Quarterly Census of Employment and Wages (QCEW), which contains employment information from California employers, now has a geocode, or latitude and longitude for the physical location of the employer. Using this information, we are able to aggregate data by specific geography such as cities, neighborhoods, planning areas, traffic analysis zones, and by major industry sectors.

She showed examples of some of the sub-county mapping projects and customer requests. This year LMID has a contract with the Bureau of Labor Statistics to assist other states with mapping the QCEW data.

Donna demonstrated the Interactive mapping pilot program (just on the LMID Intranet, at present) in which customers will be able to make their own maps with selected data. The applications allow the user to zoom in to an area of interest, turn on or off different types of geographic data, and view the numbers behind the visual data. There are several tools that can be used to do analysis of the data. The pilot is only on the office Intranet, but may be moved to the Internet if it is determined that there is sufficient customer need. Over the next

year, customers may request maps from the LMID Area Service Group consultants who have access to the pilot program. Interactive mapping applications include data from the QCEW, Census 2000, Unemployment Insurance Claims and CalWORKS Cases. A Help system has been developed which includes short videos of various tools that can be used with the data in the maps.

Questions and Comments: The proportion of households in poverty- is this possible?

Response: The number (but not proportion) of households in poverty is one of the elements included in the interactive mapping applications.

Questions and Comments: Is it possible to show a demonstration of the mapping applications to someone in another office?

Response: The applications are available only on the LMID Intranet at this time. Individuals can come here for a demonstration. A CD, with short video demonstrations of the mapping applications, was provided to this requestor.

### **Career Exploration**

*Janet Peter, LMID Occupational Research Unit*

Occupational Research Unit has introduced an updated version of the "Tools for Career Exploration", which Janet distributed. This is a matrix which describes what information can be found in different career tools. In the several years since the first iteration, eighty-four thousand copies have been requested by customers. The latest iteration includes a web based page from which one can link to the web based products covered in the matrix, [www.calmis.ca.gov/tools/default.htm](http://www.calmis.ca.gov/tools/default.htm).

### **Wrap Up/Closing Comments/Next Agenda**

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| Exceptionally informative<br>Productive<br>Good diverse group<br>Good parking<br>Good snacks<br>New Members | Fluctuating room temperature |

Next Meeting March 9<sup>th</sup>, 2005 (Note this is a Wednesday! And a change from the date discussed at the meeting!):

Presentation on changes to the Local Area Unemployment Statistics Program (LAUS)

Economic Update

New Developments in LMID (To be determined)

Projections Software/Methods/Models